

Tsunami Hazard Mitigation Program Public Affairs Report for FY 2000

There was only one open item for public affairs from the May 2000 meeting. The Steering Group requested that PAWG do other backgrounders on tsunami issues. Specific issues would be selected by the Steering Group members. There were no requests for backgrounders submitted. CLOSED

Public Affairs Activities and Media Coverage since May 2000

Jana Goldman NOAA/OAR Public Affairs prepared a press release on the triggering of the tsunami test buoy off the coast of Monterey following the October 16, 1999, Hector Mine Earthquake. The buoy detected the earthquake and went into tsunami mode. No tsunami was detected and the equipment worked just as designed.

Jan. 25, 2000

Seattle Times article on front page entitled, "Big Fears: giant quake and tsunami." Focused on the 300th anniversary of the killer tsunami that struck the U.S. West Coast. Article by Eric Sorensen. Article also appeared on the Seattle Times web page under the title: "killer wave hit 300 years ago; coastal cities are preparing again."

KOMO-TV 4 (ABC) interviewed E. Bernard and featured a good piece on the 5:30 p.m. news.

KIRO-TV 7 (CBS) interviewed F. Gonzalez and did a short piece on the 5 p.m. news.

Jan. 2000 Article entitled, "In Search of the Great White Wave: Tsunami detection buoys to improve warning system," appeared in the Winter edition of Northwest Science and Technology magazine.

In April 2000, the California Office of Emergency Services held a workshop in Anaheim, California, on the newly discovered undersea slopes off the coast of southern California. These slopes are similar to the ones in Papua New Guinea and could cause an underwater landslide and tsunami in southern California. The Los Angeles Times featured a large article about the

conference.

Apr. 13, 2000

Contacted by Eric Riddle, Evening Magazine (KING-5 TV, NBC) for footage on tsunamis for a feature to be aired next week. We forwarded a copy of V. Titov's Aonae simulation model.

Apr. 21, 2000

At the Anaheim Tsunami Workshop sponsored by California Office of Emergency Services, E. Bernard was interviewed by Kenneth Reich, L.A. Times. Article appeared both in print and on the web site on Apr. 27.

Apr. 24, 2000

E. Bernard filmed by Pioneer Productions for a program entitled, "Stormforce II" for the Discovery Channel. Release date estimated to be early winter 2000.

May 2-3, 2000

Following an article in the May edition of Geology on the possibility of an East Coast landslide produced tsunami, Dr. Bernard was contacted for telephone interviews by the following print media: Seth Borenstein, Knight-Ridder Newspapers; Dan Eggen, Washington Post; Bob Williams, Nando Times, Raleigh, N.C.; Scott Harper, Virginian-Pilot; Dick Kerr, Science magazine; Jack Sherwood, Soundings; and John MacNeil, U.S. News & World Report. E. Bernard was also interviewed live for 2 separate broadcasts on MSNBC TV. USA Today.com conducted a telephone interview with E. Bernard. Mallory Pinkard, WABC Radio, Baltimore, MD, and Uri Schwartz, German TV conducted telephone interviews with E. Bernard. USA Today.com conducted a telephone interview with E. Bernard.

Jana Goldman prepared a tsunami fact sheet for reporters for the Spring AGU meeting in June.

Jun. 9, 2000

Discovery Channel taped interview with Frank González for program to air in fall called "Storm Warning."

Jun. 10, 2000

Article in Science News, Vol. 157, No. 24, pp. 378-380, entitled "Tsunami! At Lake Tahoe," quotes Hal Mofjeld: "Our main concern would be the tourists who might not be prepared for an event like this."

Jun. 18, 2000

NBC News Dateline rebroadcast of interview with Dr. Bernard and Dr. D. J. Baker on tsunamis with new information (provided by phone to reporter by Eddie).

Jul. 17, 2000

NOAA Press Release; Underwater Landslides, Slumps May Intensify Tsunamis, say Scientists.

Jul. 18, 2000

ABC NEWS.com article, "Threat of Giant Waves?" features quotes from Eddie Bernard. Weather Channel online feature, "Killer waves have new origin," featured quotes from Eddie Bernard.

Jul. 24, 2000

ENN News (online) featured article, "Underwater landslides stir bigger tsunamis," featured quotes from Eddie Bernard.

Jul. 2000

Natural Hazards issue 22/1 (July), pp. 75-93, article, "Forecasting the Heights of Later Waves in Pacific-Wide Tsunamis," by Hal Mofjeld, Frank González, Eddie Bernard, and Jean Newman.

Aug. 6, 2000

Learning Channel broadcast of "Disaster Detectives" segment on "Water" features interview with Dr. Bernard and Hugh Milburn and shows deployment of the DART buoys

Sep. 6, 2000

Hawaii Civil Defense Debuts the documentary: "Tsunami: Waves of Destruction." The Honolulu Advertiser did an article and an editorial about Hawaii's tsunami

awareness education and mitigation program.

Sep. 11, 2000

NOAA press release on the dedication of the NOAA Weather Radio station on Mt. Octopus, WA. Washington Military Department Emergency Management Division also did a press release. KXRO radio broadcast the dedication ceremony.

Delores Clark, NWS Pacific Region Public Affairs, reported that the Pacific Tsunami Warning Center hosted groups of visitors in August. Boy's Life magazine contacted her for updated tsunami information for a story to be published in the magazine in the October or November issue. ITIC has a German student summer intern. FEMA Project Impact people plan to meet with PTWC soon to work up a tsunami element for Hawaii's Project Impact Programs.

Lori Dengler reported that they held the Earthquake/Tsunami Room again at the Humboldt County Fair in August. This year's theme was Great Cascadia Earthquakes Past and Future. Exhibits and staffing was provided by Humboldt State University, College of the Redwoods, OES, PG&E, Humboldt County Office of Education, Red Cross, NWS, Redwood National Park, Caltrans, CDMG, Northcoast Emergency Medical Services, Humboldt County Health Department, and several local consulting companies. The public has been very enthusiastic. The REDI/CUBE computer display simulated a 3.9 earthquake 17 minutes after the fair opened. It was a hit.

September was Weather Radio Awareness Month in Washington state. The Washington State Emergency Management Division did a big feature on NOAA weather radio on its web site and featured a 30 second audio public service announcement featuring Vice President Gore. The new Mt. Octopus NOAA Weather Radio transmitter was dedicated on September 11. Media coverage of the dedication included radio spots by KPLU, KXRO, and KIRO radio. Washington Emergency Management Division and NOAA/NWS both prepared press releases for this event.